

**EXAMPLE OF LOGO DESIGN PROCESS**

Round 1: Client receives initial options based on the design questionnaire.

haven  
INTERIOR DESIGN



haven



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Round 2: The client receives revisions based on feedback from round 1.



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Round 3: Client receives slight variations on favorite designs. Client selects final logo.



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Round 4: Client has selected final logo. Color options are presented *after* final design is approved. Adding color options earlier creates too many variables and can distract from the design itself.



**EXAMPLE OF LOGO DESIGN PROCESS**

Round 4: Client receives variations on their color preferences.



**EXAMPLE OF LOGO DESIGN PROCESS**

Client selects final logo and receives the logo in color and black and white in various file formats.

